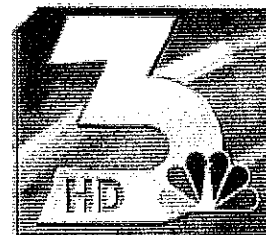


## ORDER



KSNV

## Orders

Order / Rev: 102137  
 Alt Order #: 06815981  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2214  
 Flight Dates: 11/05/12 - 11/06/12  
 Original Date / Rev: 05/24/12 / 09/19/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Strategic Media Placement, Inc.  
 Buying Contact:   
 Billing Contact:   
7669 Stagers Loop  
Delaware, OH 43015

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Heck, Joe for Congress *revised*  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:   
 Order Separation: 00:05:00  
 Advertiser External ID:   
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	31	\$17,015.00	\$14,462.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$17,015.00	\$14,462.75	0.00
Totals	31	\$17,015.00	\$14,462.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	37%	\$17,015.00
Market	100%	\$45,986.49

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$12,416.35
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$9,197.30
KTUD	0%	\$0.00
KVVU	16%	\$7,357.84
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	11/05/12	11/06/12	M-F 5-6a WakeUp w/Wa@M		5-6a	MT-----	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			4		\$400.00		0.00				

Order / Rev: 102137  
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Flight Dates: 11/05/12 - 11/06/12

Advertiser: Heck, Joe for Congress  
Product Desc: JOE HECK 4 CONGRESS  
Estimate: 2214  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	11/05/12	11/06/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$400.00		0.00			
E 2	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$725.00	1	0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$725.00		0.00			
E 3	KSNV	11/05/12	11/06/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$900.00		0.00			
E 4	KSNV	11/05/12	11/06/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$425.00		0.00			
E 5	KSNV	11/05/12	11/06/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$325.00		0.00			
E 6	KSNV	11/05/12	11/06/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$425.00		0.00			
E 7	KSNV	11/05/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 8	KSNV	11/05/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	3	\$575.00	3	0.00	NM	3	\$1,725.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					3	\$575.00		0.00			
E 9	KSNV	11/05/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$795.00	2	0.00	NM	1	\$795.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$795.00		0.00			
E 10	KSNV	11/05/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$795.00	2	0.00	NM	1	\$795.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$795.00		0.00			
E 11	KSNV	11/05/12	11/05/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 12	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$575.00	3	0.00	NM	1	\$575.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$575.00		0.00			
E 13	KSNV	11/05/12	11/05/12		CM	1135p-1237a	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----		1			\$275.00			0.00			
													Totals	31	\$17,015.00